



FEDERATION OF INTERNATIONAL BANKS IN IRELAND



POSITIONING FOR GROWTH

Federation of International Banks in Ireland (FIBI)
International Banking Conference 2012

Thursday 22nd March 2012
The Convention Centre Dublin

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Introduction

The Federation of International Banks in Ireland (FIBI), which is affiliated to the Irish Banking Federation (IBF), is hosting its second annual conference in Dublin on Thursday 22 March 2012 in the Convention Centre, Dublin. The conference is Ireland's premier capital markets conference, focusing on the issues exercising the minds of market participants.

The FIBI Conference brings together top practitioners and stakeholders from the international and domestic Banking and Financial Services sector. With the financial crisis now in its fifth year, many significant challenges remain in the form of new regulation and continued uncertainty in the financial markets. However, opportunities continue to present and International banks in Ireland are at the forefront of developing new business models that adapt to the current international environment.

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IDA Ireland is the Irish Government agency with responsibility for securing new investment from global companies across a range of sectors including Financial Services, Information and Communication Technology, Engineering, Software, Digital Media and Life Sciences. It also encourages existing investors to expand and develop their business in Ireland. At present, IDA manages a total portfolio of more than 1,000 companies employing over 145,000 people.

The International Financial Services Division is responsible for the marketing of the international financial services sector in Ireland and is the primary point of contact for companies wishing to establish or expand a financial services operation in Ireland. The current portfolio includes more than 250 companies undertaking a range of front, middle and back office activities. The division has three main business lines – Global Banking & Payments, Global Investment Management & Global Insurance. These have been joined by a new Global Institutions Group, which has recently been established in response to the Government's Jobs Action Plan.

Topics

1. IFSC Activities and Challenges

The past few years has been a period of change in the global economy. IFSC activity levels remain very strong with new business models being developed and continued interest in Ireland as a preferred location for business. The panel will discuss the latest developments at the IFSC and in other International Financial Centres.

2. New Regulatory Landscape

Never before has there been so much change in financial services regulation. Initiatives from the G20, Basel Committee, US and EU authorities are rewriting the rules for international banking with major legislative proposals being delivered throughout 2011 and 2012. International banks are facing increasing regulatory costs and operational challenges. The panel will discuss the developments at an Irish, EU and International level.

3. Financial Markets – A Forward View

The turbulence in financial markets is now a daily news story with funding and liquidity issues topping the agenda. Hear from leading practitioners on how global banks are managing the challenges presented by the evolving crisis within the financial markets.

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Eversheds is one of the largest full service law firms in the world with 47 offices in 28 jurisdictions spanning Europe, the Middle East, the Far East and South Africa. Our Irish office is based in the heart of Dublin's commercial district. Our practice focuses on supporting the business growth and expansion of our clients. We advise indigenous owner-managed companies as well as domestic, international and multinational companies, banks, financial institutions and public organisations.

The financial institutions sector operates against a backdrop of rapid development and stringent and constantly changing regulation. Businesses in the sector require their advisers to combine technical expertise with market insight and experience. Our dedicated financial institutions group offers specialist expertise, together with the benefit of many years of experience advising in relation to the issues and developments impacting upon the sector in a range of practice areas. Cross-functional teams allow us to deliver a unique standard of integrated service with relevant industry experience for the benefit of our clients across all jurisdictions.



08.00 – 08.30 **Registration / Tea & Coffee**

08.30 – 08.35 **Introduction**

Chairperson and Moderator

Richard Curran, Sunday Business Post

08.35 – 08.40 **Welcome Address**

Mr. Tom Young, FIBI Chairman and Chief Operating Officer, The Bank of New York Mellon (Ireland) Ltd.

08.40 – 09.00 **Opening Address**

Taoiseach, Mr. Enda Kenny T.D.

SESSION ONE: IFSC – ACTIVITY & OPPORTUNITIES

The past number of years has been a period of change in the global economy. IFSC activity levels remain very strong with new business models being developed and continued interest in Ireland as a preferred location for business. The panel will discuss the latest developments at the IFSC and in other International Financial Centres.

09.00 – 09.20

John Bruton, President, IFSC Ireland

09.20 – 09.40

Mark Yeandle, Senior Consultant, Z/yen

09.40 – 10.00

John O'Brien, Head of Corporate Strategy, IDA Ireland

10.00 – 10.15

Panel Discussion with Q & A Session

10.15 – 10.35

Coffee Break



SESSION TWO: NEW REGULATORY LANDSCAPE

Never before has there been so much change in financial services regulation. Initiatives from the G20, Basel Committee, US and EU authorities are rewriting the rules for international banking with major legislative proposals being delivered throughout 2011 and 2012. International banks are facing increasing regulatory costs and operational challenges. The panel will discuss the developments at an Irish, EU and International level.

10.35 – 10.55

Sharon Bowles MEP, Chair of the European Parliament's Committee on Economic and Monetary Affairs

10.55 – 11.15

Martin Moloney, Head of Markets Policy Division in the Central Bank of Ireland

11.15 – 11.35

John Johnston, Chief Risk Officer, Bank of New York Mellon EMEA

11.35 – 11.50

Panel Discussion with Q & A Session

SESSION THREE: FINANCIAL MARKETS

The turbulence in financial markets is now a daily news story with funding and liquidity issues topping the agenda. Hear from leading practitioners on how global banks are managing the challenges presented by the evolving crisis within the financial markets.

11.50 – 12.10

Michael Ridley, Managing Director, JP Morgan Securities

12.10 – 12.30

Tom Mc Aleese, Senior Director and Irish Country Head, Alvarez & Marsal Europe LLP

12.30 – 12.50

Panel Discussion with Q & A Session

12.50 – 13.00

Closing Remarks

13.00

Close of Conference & Networking Buffet Lunch



SPEAKER BIOGRAPHIES



RICHARD CURRAN

Richard Curran is deputy editor of The Sunday Business Post. He has been a business journalist for 18 years and is a former business editor of the Irish Independent and business correspondent with RTE News. Richard is a regular commentator on business and current affairs on radio and television. He is presenter of the popular RTE TV series Dragons Den and has made a number of television documentaries for RTE including Future Shock: Property Crash in 2007 and Property Crash: Where To Now in 2011.



TOM YOUNG

The Bank of New York Mellon (Ireland) Limited is an Irish-licensed bank. Its principal activities are the provision of services to the global Corporate Trust and Depository Receipts businesses.

Mr. Young is the Chief Operating Officer and a member of the board of directors of the bank. He has extensive banking and funds services experience. He served in senior credit and risk management roles with HSBC in Ireland from 2001; prior to that he had risk management and credit responsibilities with Allianz and Ulster Bank Group Treasury (RBS), preceded by almost 18 years with Citibank Ireland, where he ultimately held the senior credit risk management position. Mr. Young has a BA in Economics, a post-graduate qualification in European Studies, is a Fellow of the Institute of Chartered Secretaries & Administrators, a Member of the Institute of Bankers and holds the Diploma in Corporate Governance from the Institute of Directors.

Mr. Young is Chairman of the Federation of International Banks in Ireland (FIBI).



JOHN BRUTON

John Bruton, President of IFSC Ireland, former Taoiseach (Irish Prime Minister), former Ambassador, Delegation of the European Commission to the US.

John Bruton is a former Irish Prime Minister (Taoiseach) from 1994-1997. Prior to his election as Prime Minister, he was a senior Irish politician who served in cabinet as Minister for Finance, Minister for Industry and Energy and Minister for Trade, Commerce and Tourism. While Prime Minister, John Bruton presided over a successful Irish EU Presidency in 1996 and helped finalise the Stability and Growth Pact, which governs the management of the single European currency, the Euro. From 1999 until his appointment as Ambassador, he was one of ten Vice Presidents of the European People's Party. Before being appointed Ambassador to the United States, John Bruton served as a leading member of the Convention that drafted the proposed European Constitution, signed in Rome in October, 2004. He graduated from University College Dublin with a Bachelor of Arts degree in economics and politics in 1968 before studying to become a barrister.



MARK YEANDLE

Mark has project managed the creation and publication of the Global Financial Centres Index (GFCI) since it was launched in 2007. His role encompasses speaking regularly at international conferences on financial centre competitiveness and conducting research projects for many financial centres including Moscow, Copenhagen, Toronto, Seoul, Shenzhen, the Cayman Islands, the Isle of Man and Dublin. Mark also developed a role playing game which demonstrates the politics of climate change negotiations. The findings of this form a report that was published as part of the London Accord.

Mark is a senior consultant at Z/yen Group, holds an MBA in Corporate Finance and International Marketing and is a Fellow of the Chartered Institute of Marketing.



JOHN O'BRIEN

John O'Brien is Head of Corporate Strategy at IDA Ireland. From 1999 to 2007 he was Special Adviser to the Tanaiste and Ministers for Enterprise, Trade and Employment, Health and Justice. Prior to that appointment he held various senior executive positions with IDA Ireland in both Ireland and the US. He has also worked for the European Commission and has undertaken economic development assignments for the World Bank.

A graduate in economics of Trinity College, Dublin he has just completed a Graduate Diploma in Corporate Governance at the Smurfit Graduate Business School of University College Dublin.



SHARON BOWLES

Sharon Bowles has a scientific and mathematical background having completed her doctorate at Oxford University. She later trained and worked as a Chartered and European Patent Attorney setting up her own practice in 1981. Sharon has been active in politics since the mid 1980s.

She became a member of the European Parliament for UK South East region in May 2005 and was re-elected in June 2009. Sharon has been a full member of the Economic and Monetary Affairs Committee since her arrival as an MEP and was elected as Chairwoman in July 2009. Sharon has also been a substitute member of the Legal Affairs committee since January 2007.

During the previous mandate, Sharon was the shadow rapporteur for the directives on Payment Services, Solvency II, Capital Requirements, Deposit Guarantees and Level 3 Committee funding, and for reports on Hedge Funds and Private Equity and Transparency of Institutional Investors. She was also rapporteur on tax fraud and for the setting up of the Statistical Governance Advisory Board.

Sharon is currently rapporteur on a European System of National and Regional Accounts, the report on increase in shares of EBRD capital for the EU; shadow rapporteur on CRD4, EMIR, and the Securities Law Directive; and she will be shadow for PRIPs, though as Chair she follows all dossiers through to trialogue stage.

Sharon is married to Andrew Horton, a European Patent Attorney, and they have two sons, Remy and Damian.



MARTIN MOLONEY

Martin Moloney is currently Head of the new established Markets Policy Division in the Central Bank of Ireland. He was previously Head of the Markets & Stockbrokers Supervision Division and before that the Legal and Finance Division of the Central Bank. Prior to joining the Central Bank in 2002, Martin worked for a short period as Manager of the Cartels Division of the Irish Competition Authority. Martin worked in the Department of Finance for ten years, where he was involved in debt policy, the sale of State banks and central banking legislation. Martin is a past member of the Company Law Review Group and represented Ireland on the Committee of European Securities Regulators ('CESR'). A graduate of Trinity College, Dublin, Martin also holds a doctorate in Philosophy, and a Masters in Economic Policy Analysis



JOHN JOHNSTON

John joined The Bank of New York Mellon in 1986, returning after 1 year of working for the Company in New York. John was appointed Head of European Credit in 1988. During his time in this position John oversaw numerous changes within the Company including the merger with Irving Trust's London operations, the acquisition of JP Morgan's Global Custody business and the acquisition of RBS Trust Bank. In 2005 John was appointed as the Company's first Chief Risk Officer in Europe.

In January 2007 John was appointed as CFO Europe/Asia and following the merger between The Bank of New York and Mellon Corporation, assumed the role of EMEA/APAC Controller. In October 2009 John returned to Risk Management and was appointed Chief Risk Officer for EMEA. John is a member of the Chartered Institute of Bankers in Scotland (MCIOBS) and is married with two children, and lives in Kent.



MICHAEL RIDLEY

Michael Ridley is a Managing Director and Global Head of Fixed Income Syndicate at JPMorgan and has over 30 years' experience in the international financial markets.

Prior to joining JPMorgan (Chase) in 1998 he was Managing Director, Debt Syndicate and Head of High Yield Debt at Salomon Brothers International in London. Educated at Trinity College, Oxford University, Mr. Ridley graduated with an MA degree in Latin and Greek Literature.

Mr. Ridley is a member of both the Market Practices Committee and the Regulatory Policy Committee of the International Capital Market Association (ICMA). He is a Vice President of Save the Children UK.



TOM MCALEESE

Tom McAleese is a Senior Director and Irish Country Head with A&M's Financial Industry Advisory Services Practice. He brings over 24 years of experience in the financial services sector and has served in various senior leadership and business development positions in Ireland, US and UK. Recent assignments at A&M have included serving as the interim Chief Credit Officer (CCO) for an Irish financial institution for 16 months. In addition Mr McAleese assisted the A&M team in Greece to prepare a large Greek bank for the recent stress tests. Prior to joining A&M, Mr. McAleese served as the Chief Operating Officer of Claret Capital Limited, a private investment firm based in Dublin. Before that, Mr. McAleese served as a Managing Director for over five years at Barclays Bank Ireland plc, where he was responsible for building up Barclays' wholesale banking activities in Ireland. Previously, Mr. McAleese worked for ABN AMRO Bank for eight years, serving in a variety of positions, including: Country Representative – Ireland, Group Vice President of the Leasing and Tax Products Group in Chicago, and Head of Business Development of ABN AMRO IFSC. Mr. McAleese's other roles include: working as marketing executive for GPA Group plc, serving as a management consultant at KPMG, and working as a graduate trainee at Swiss Re. Mr. McAleese is a Fellow of the Institute of Chartered Accountants, a Fellow of the Institute of Bankers and a Member of the American Institute of Certified Public Accountants. He is also a Council Member & Audit Chair of the Dublin Chamber of Commerce and a member of the Chartered Accountant's Banking Group.



How to Register

Mail

Complete and mail this registration form to: Lisa Shevlin,
Irish Banking Federation, Nassau House, Nassau Street, Dublin 2

Book Online

By visiting www.ibf.ie

Fax

Complete and fax this registration form to +353 (0) 1 679 6680

Phone

Telephone Lisa Shevlin or Eleanor Doherty
on +353 (0) 1 671 5311 with credit/debit card details.

Registration Form

Please register by completing this form and posting it with your payment to the address overleaf. You can also register online at www.ibf.ie.

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Last Name

Position/Job Title

Company Address

Phone Number

Email Address

Please reserve place(s) at the Member/Associate rate and places at the non-member/associate rate for the above event.

Please provide the full list of participants (including your own name if you plan to attend):

Conference Fee

IBF/FIBI Members/Associates	€380
Non-members/associates	€480

Lunch

Will attend Will not attend

Payment Options

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Irish Banking Federation, Nassau House, Nassau Street, Dublin 2.

Please tick here if you require an invoice

Cancellations:

Cancellations must be made in writing no later than 10 working days before the conference date. Full refunds will be issued. Places are transferable but notice of the transfer must be made in writing no later than 5 working days before the conference date.

For multiple registrations, i.e. more than one person registering on one credit card/cheque, please include details of additional participants.

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